

REMARKS

Claims 36, 38, 41, 43, 46-49, 52-54 and 57 have been amended. Claims 58-67 have been added. Please charge any claim fees for the added claims or any other fees for entry of this Amendment to our Deposit Account 03-3415.

The Examiner has rejected applicant's claims 36, 38, 41, 43, 46-49, 52-54 and 57 under 35 USC 102(e) as anticipated by the Alexander, et al. patent (US Patent No. 6,177,931). These claims have all been canceled, thereby obviating the Examiner's rejection. Moreover, to the extent the Examiner believes that the rejection is applicable to applicant's newly added claims 58-67, it is respectfully traversed.

Applicant's newly added claim 58 recites a “ display controlling apparatus for generating an electronic program guide including a program information display area in which program information of a plurality of programs are arranged in accordance with a time axis and a channel axis corresponding to the plurality of broadcast channels, and causing a display apparatus to display the generated electronic program guide, said display controlling apparatus comprising: a control unit which effects control to scroll the plurality of channels in a direction of the channel axis in accordance with a scroll operation of a user; and a selection unit which selects at least one of the plurality of broadcast channels in accordance with a selection operation of the user, wherein in a case where said selection unit selects the broadcast channel, said control unit effects the control to scroll the broadcast channels other than the broadcast channel selected by said selection unit, in the direction of the channel axis while fixing the selected broadcast channel on the channel axis.” Newly added independent claim 61 recites features similar to those recited in newly added independent claim 58, and newly added

independent claims 62 and 65 are method claims corresponding to newly added independent claims 58 and 61, respectively.

The constructions recited in applicant's newly added claims are not taught or suggested by the cited Alexander, et al. patent. This patent discloses that "[a] tile for a normal program listing scrolls off the screen as the up and down arrow keys are pressed", and "a Virtual Channel Ad Slot, such as shown in tile 52, remains on the screen at all the times" (e.g., Fig.1 and column 22 lines 42-47). However, this description in the Alexander, et al. patent is not a teaching or suggestion to effect control to scroll broadcast channels other than a selected broadcast channel in a direction of a channel axis in a program information display area while the selected broadcast channel is being fixed on the channel axis, as recited in newly added independent claim 58.

It is also noted that the Alexander, et al. patent further discloses that "[i]f the viewer selects the 'lock' status, the last channel to which the tuner was set in the PIP Window continues to be displayed" (column 4 lines 5-12). However, the PIP window in the Alexander, et al. patent is not arranged on a channel axis provided in a program information display area. Again, the Alexander patent fails to teach or suggest to effect control to scroll broadcast channels other than a selected broadcast channel in a direction of a channel axis in a program information display area while the selected broadcast channel is being fixed on the channel axis, as recited in the newly added independent claim 58.

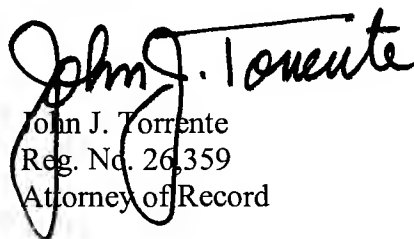
Applicant's newly added independent claims 58, 61, 62 and 65, and their respective dependent claims, all of which recite such features, in one form or another, thus patentably distinguish over the Alexander, et al. patent.

In view of the above, it is submitted that applicant's newly added claims 58-67 patentably distinguish over the cited art of record. Accordingly, reconsideration of the claims is respectfully requested.

Dated: September 14, 2007

Respectfully submitted,

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